

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: James Taylor

DATE: January 29, 1992

FROM: Karen Eisen, Natalie Ellis

SUBJECT: Camel Wides Focus Groups

Attached are driving directions for next week's focus groups in Los Angeles. Monday and Tuesday we will be speaking with Anglo Marlboro and Camel smokers. On Wednesday the groups will be among Hispanic Marlboro smokers.

Date: Monday and Tuesday February 3 and 4

Time: 5:30, 7:00, and 8:30 P.M.

Location:

Plaza Research

6053 West Century Blvd.

Los Angeles, CA 90045

(213) 645-1700

Date: Wednesday February 5

Time: 6:00 and 8:00 P.M.

Location:

Field Dynamics

17547 Ventura Blvd., Suite 308

Encino, CA 91316

(818) 783-2502

Group 1: Marlboro Light 25-34

Group 7: Marlboro Red 18-24,

Hispanic

Group 2: Marlboro Red 18-24

Group 8: Marlboro Red 25-34,

Hispanic

Group 3: Marlboro Light 18-24

Group 4: Camel 18-24

Group 5: Camel 25-34

Group 6: Marlboro Red 25-34

cc:

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